



At-risk youth helped to quit tobacco

Statistics indicate that most adult regular smokers started smoking when they were under the legal age of accountability, less than 18 years of age. Public health professionals in Springfield, Mo., are trying to reach kids like this with a new program that speaks to youth who find themselves in the early phases of tobacco use.

The program, The Greene County Youth Tobacco Education Pilot Program (YTEP), is modeled after a successful program developed at the University of Texas A & M by Brian Colwell, Ph.D. The Texas Adolescent Tobacco Use Awareness & Cessation Program achieved an average of 40 percent cessation at three months post-intervention and 30

Mental Health's Division of Alcohol and Drug Abuse (ADA). Carter said ADA officials suggested the possibility of using Missouri's youth tobacco possession law as a vehicle for educating at-risk youth.

The Missouri statute states that no person less than 18 years of age shall purchase or possess cigarettes or other tobacco products. Second, and subsequent, violations are punishable by confiscation of tobacco (as with a first violation) and require completion of a tobacco education or smoking cessation program, if available.

Carter said they chose Springfield to pilot the program because it was a heavily populated area with a demographically broad

cross-section of residents. As such, results seemed more likely to be duplicated in other towns and cities throughout the state. Also, Springfield already had a city ordinance in place that seemed

to complement the state statute.

In addition to the kids who are brought to the program as a result of a violation of the state and city statutes, the YTEP will be designed to serve students who voluntarily enroll in the program. The program will be set up to accept referrals through the Springfield public schools for

percent at six months. These are enviable numbers given the program deals with one of the more daunting populations for health professionals to reach – at-risk kids.

According to Michael Carter, a community policy specialist with the Missouri Department of Health and Senior Services, the idea of a youth tobacco education class began at the Department of

“Those (other) programs simply say, ‘don’t go,’ and that just may not be realistic.”

***—Cheryl Sciranko
Community Partnership
of the Ozarks***

MO hospitals go totally smoke free

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MO baseball, hot dogs and apple pie goes totally smoke free

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MO motels go totally smoke free

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Arnold restaurants to go smoke free

Second Missouri city to do so

The city council members of Arnold, Missouri, have passed an ordinance that completely bans smoking in all restaurants, even those with attached bars. The ordinance passed by council vote on July 1. It was signed a week later. If all goes according to plan, the City of Arnold Smoke Free Restaurant Act of 2004 goes into effect on Nov. 1. In 2003, the northwestern city of Maryville was the first municipality in Missouri to adopt a similar ordinance.

Sally Hayman, the tobacco education coordinator for the Jefferson County Health Department, said her office had been working in smaller surrounding communities to try and get policies passed that would limit smoking in public places. “We were hoping to start small and work our way up to Arnold,” Hayman said. To her delight,

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students who voluntarily want to enroll and those who are being sanctioned for violating a no-smoking school policy. Texas successfully conducted the program in public schools. In Springfield, provisions also will be made for referrals from school districts and municipalities throughout the Southwest Missouri region.

The Texas model was chosen because Texas has a youth tobacco possession law that is similar to Missouri's, and because the Texas program is a research-based one with proven results.

Recruiting at-risk kids often amounts to an unassailable hurdle. To accomplish the task, the Springfield YTEP will use a similar approach to the Texas program. In the spring of 1997, the Texas legislature signed into law Senate Bill 55. In it were several provisions related to tobacco sales and access. Specifically, it outlined penalties for youth caught in possession of tobacco products. Youth who were ticketed under this law would be directed into a tobacco awareness program by the court.

Learning not to smoke

Both YTEP and its Texas predecessor are based on the application of a couple of lofty-sounding principles – cognitive-behavioral theory and concepts of motivational enhancement counseling. According to Colwell, it all comes down to learning. He says the cognitive-behavioral approach generally assumes that learning plays an important role in the development and continuation of tobacco use. In other words, kids learn to use tobacco, and they can learn how not to. Colwell's program stresses three basic

components: learning to recognize situations in which an individual is most likely to use tobacco; learning how to deal effectively with these situations; and, learning to recognize emotions that trigger tobacco use and ways to cope with them in a healthy manner.

Motivational enhancement, Colwell says, is another step in the learning process. The theory builds on the data that shows many (50+ percent for youth) smokers actually would like to quit. Motivational enhancement, then, is a method of recognizing those feelings of ambivalence towards tobacco use and putting them into practice. Once that is accomplished, activities are tailored to help students engage in self-examination and to face their own resistance to change.

Class structure

The class is an intense learning situation. For that reason, the suggested group size is less than 20. Colwell says the most effective facilitators have kept their group sizes at 10 to 12. Also, Colwell recommends that participants be segmented into similar age groups (13-15, 16-18) and by sex so a similar developmental level is attained and the sexual tension common in mixed adolescent groups is minimized.

Cheryl Sciranko, with the Community Partnership of the Ozarks, is a trained facilitator. Although she has yet to conduct her first session in Springfield, she likes what she has seen of the program. Sciranko believes the program is grounded in reality. She says she has seen other programs that take a similar approach in identifying situations that trigger the need, or desire, to use tobacco. "But those programs simply say 'don't go' with those people or situations," Sciranko said. "And that simply may not be realistic."

Sciranko says that rather than ignoring reality this program

makes allowances for it. This program, she believes, teaches kids to face the fact that they will likely encounter tough situations that they must be prepared to deal with in a positive manner. "It offers some realistic alternatives," Sciranko said.

Sessions combine information about the health effects of tobacco, the history of tobacco in America, tobacco advertising and manipulation and other related topics. Activities are designed to prompt participants to begin evaluating motivations for tobacco use, environmental influences on tobacco use, psychosocial triggers for tobacco use, perceived barriers to tobacco use and other factors.

The Greene County Youth Tobacco Education Pilot Program will conduct its first session on Oct. 11. For information about how your community might pilot a similar program, contact Cheryl Sciranko at Community Partnership of the Ozarks at (417) 888-2020, or Michael Carter at (417) 895-6968. ■

Facts about tobacco use among Missouri youth

●43.5% of middle school students and 65.8% of high school students have used some form of tobacco.

●34% of middle school students and 61.5% of high school students have smoked cigarettes.

●5.8% of middle school students and 20.4% of high school students have smoked cigarettes daily at some point in their lifetime.

Data source: Missouri 2003 Youth Tobacco Survey conducted by the Missouri Department of Health Senior Services.

Multi-state hospital system to go completely smoke free for GASO

Sr. Mary Jean Ryan, FSM, president/CEO of the Franciscan Sisters of St. Mary Health Care (SSM), announced last February that SSM facilities will become totally tobacco-free by Nov. 18, the date of the American Cancer Society's Great American Smokeout. Use of tobacco will not be allowed anywhere on SSM property.

In making the announcement, Sr. Mary Jean said, "As a health care organization committed to the health and safety of its employees, patients and their families, it is our responsibility to take a leadership role on this major public health issue. Our mission calls us to improve the health of not only those we serve and their families, but also those who work with us. I can think of no better step to take than to eliminate the use of tobacco throughout SSM Health Care."

SSM operates one of the largest networks of healthcare facilities in the nation. They have 20 hospitals, three nursing homes and a multitude of clinics and physician's offices spread across the states of Missouri, Illinois, Wisconsin and Oklahoma. Their workforce includes 23,000 em-

ployees and 5,000 physicians.

"At first, we thought it would be an insurmountable task," said Suzy Farren, senior manager of Corporate Communication at SSM. But Farren said their president and CEO was adamant. "Sister Mary Jean Ryan is a very determined woman who is committed to healthy living," Farren said, "and to her it was an unbearable irony for people to have to walk through cigarette smoke on their way into a healthcare facility."

The decision to make SSM totally smoke free on Nov. 18 was made and announced in February. Farren said that from the start, their approach was guided by empathy and understanding. First, they announced the move as soon as possible to allow for as much time as possible for adaptation. Next, they formed a tobacco-free steering committee to explore every conceivable problem that might be encountered by the staff and the clientele. From that team, eight sub-teams were chosen to explore all sides of the issue – physicians, smokers, patients and behavioral health were among the interests represented.

Among the initiatives developed by the steering teams is one that

establishes standing orders that physicians follow when seeing patients who smoke. It is a protocol that includes things such as nicotine replacement therapy, cessation classes and behavior modification techniques. Another development is a system of signage that will adequately advise facility visitors as to the policy.

Farren said the signage issue was immense and was guided by empathy and the understanding that smoking is an addiction. The idea was to be thorough, yet not condemning. They wanted to be positive and supportive. So, rather than curt messages such as, "Don't smoke," they offer buttons for staff, patients, and visitors that read, "Be nice to me; I'm trying to quit."

And although it has amounted to a major undertaking, Farren says so far the move has been better received and more positive than anyone could have predicted. For instance, she said all the hospitals in Oklahoma City are following the lead of SSM and even using the same approach to signage. She said the experience thus far leads them to believe that in time all clinics and hospitals will be totally smoke free. ■

Jefferson City hospital to be completely smoke free

Another hospital that is using Nov. 18 as a target date to go completely smoke free is Capital Region Medical Center in Jefferson City. Like the Sisters of St. Mary Health Care system, Capital Region's policy will prohibit patients, visitors and employees from smoking on all hospital-owned property. The new policy even eliminates currently existing designated smoking areas.

Ed Farnsworth, president of

Capital Region, was quoted recently in the *Jefferson City News Tribune* as saying, "As a health care provider, it is our job to set the right example and educate the public on the dangers of tobacco use."

"We've concentrated on getting in front of the issues," said Darren Heckman, manager of marketing and public relations for Capital Region, "through education of our staff and clientele."

Heckman says the effort is

going well and is on schedule. He said they used the example of managers of other health-care facilities who have instituted the same overall policy. He cited communication as the key to success. Capital Region's staff has spent months preparing for the coming policy change. To help staff members who smoke, a range of aids to cessation is offered, such as counseling, nicotine replacement therapy and cessation classes. ■

Don't take tobacco out to the ballpark in Springfield

It's been 60 years since Springfield has had a minor league professional baseball team, so when John Q. Hammons and his corporate staff opened Hammons Field on April 2 they

and fans alike was a staple of the baseball experience. Those days are gone.

Now, the new home of the new AA Springfield Cardinals will ban not only smoking, but all tobacco use as well – not even the stereotypical ballpark chew will be allowed. “It stands to reason the place will be a lot easier to maintain,” said Bill Fischer, who is coordinator of operations at Hammons Field.

According to an account in the local newspaper, the *Springfield News-Leader*, several local organizations wrote letters to the organization managing Hammons Field, and to Mr. Hammons personally, urging them to adopt a no-tobacco policy for their new

facility. One of those organizations was the local coalition, *breathe easy Springfield*. Coalition member Delores Joyce was reluctant to take any credit for the Hammons Field policy decision, though, simply saying that many partners had contributed to the effort.

Though the AA Cardinals won't take the field until April 2005, the no-tobacco policy has had a trial run during the 2004 season for the Southwest Missouri Baseball Bears. “It's been a huge plus right from day one,” Fischer said. “We've had a few situations where someone wasn't complying, but it has been minimal and well-received with apologies.”

Fischer said that based on what he has seen they will have no problem managing the no-tobacco policy at the 10,000-seat stadium. ■

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***Not even the stereotypical
ballpark chew will be allowed
in the new home of the AA
Springfield Cardinals.***

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decided to do it in style – totally tobacco free. Back in the 40s when players such as Stan Musial, Joe Garagiola and Daffy Dean passed through Springfield's old White City Park on their way to the big leagues and fame and fortune, tobacco use by players

Eatin' good now means smoke free

Applebee's Restaurant, 2319 Missouri Boulevard in Jefferson City, has become the 66th restaurant in Jefferson City to make the policy change to totally smoke free, according to the Cole County Partners for Clean Air, a local group advocating for smoke free public places. And according to one of the assistant managers, Ken Deck, the move is going just fine, thank you very much. Deck said all 10 restaurants in the franchise are following the lead of their Columbia facility that made

the move a year and a half earlier.

As to how the move has affected business, Deck wastes no time cutting to the bottom line. “It's good for business,” he said, “when you eliminate things that

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*Ken Deck,
Applebee's management*

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bother your customers.” Deck says the move was a top-down business decision. He says all the

managers and the chief executive officer were looking for ways to improve the atmosphere in their restaurants. Deck also says good business people keep up with emerging trends and that nonsmoking was one of those.

Don Zehnder of the Cole County Partners for Clean Air was quoted in *Jefferson City News Tribune* coverage of the new policy and had an opportunity to provide background education indicating that while more than three out of four white collar workers enjoy
(see Applebee's, next pg.)

Applebee's

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smoke free workplace environments, only about one out of four waiters and waitresses have such protection. He made the point that the health of these folks is no less valuable than that of people in other professions. The same article also quoted the owners of other Jefferson City restaurants who have already removed the smoking sections and had positive comments about the change.

The Jefferson City and Columbia Applebee's restaurants are part of a 10-store chain that stretches from central and southwest Missouri to northeast Arkansas and southwest Kansas.

Around the state, other Applebee's restaurants have already adopted policies that totally eliminate smoking in their restaurants. The Applebee's located in Springfield and Nixa are totally smokefree. ■

A totally fresh night's rest

The Krystal Aire Motel, just off Interstate 44 in Springfield, Missouri, may be the state's first completely smoke-free hotel. Once named the Pear Tree Inn, the motel's name was changed when it recently underwent total renovation. Lonnie Funk, president of Rolling Oaks Hospitality, the organization that owns and manages the hotel, thought the new name would reflect its new smokefree status. Hotel manager Tim Askew credits Funk with the move to a totally smokefree facility. He says the customer response has been great.

"People see the sign and just pull off the interstate to say they like the idea," he said. Askew said management got tired of running out of nonsmoking rooms for people who requested them so they thought they would just go totally smoke free. "It's all about giving the public what they want," he said.

The Krystal Aire management is serious about their new policy. Guests must sign an agreement that charges them a \$150 cleaning fee if they smoke in their room. Askew says returning a room to nonsmoking status is

quite a process. He says once someone has lighted up in a room, all fabrics in the room, carpets, drapes, wall paper, and mattresses must be chemically treated. The entire process is expensive and takes approximately 72 hours to complete.

Thankfully Askew and his staff have only

needed to impose the fee on two occasions.

The Krystal Aire is located at the just south of the I-44 Glenstone exit. All rooms are totally smokefree. For more information call toll-free at 877-703-5187, or go online at www.Krystalaire.com. ■

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*Tim Askew,
 Krystal Aire
 Manager*

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Arnold

(from pg. 1)

Arnold is the first to have a law on the books. The measure is welcome, but not without controversy.

Opposition to the Act has come in the form of a petition drive to repeal it. But the petition fell more than two hundred signatures short of the required number (25 percent of registered voters). Still, the mayor of Arnold (who supports the Act) told representatives of three Arnold restaurants who oppose the Act that if they could present a reasonable compromise (to the Act) then he would consider it. ■

New motel opens totally smoke free in Jefferson City

Jefferson City now has an inn that is totally smoke free. Comfort Suites by Choice Hotels opened in June and has been totally smoke free from day one. Comfort Suites is located at 4804 Country Club Drive. For more information, call toll-free at 1-800-4-choice, or go online at www.comfortsuites.com.